



WCPO

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ORDER

Print Date 10/08/12

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Flight Dates 10/08/12-10/14/12

Contract / Revision 313994 / Issue. Fall 2012 TV 10.8-10.14

Original Date / Revision
10/05/12 10/05/12

Advertiser NRA, National Rifle Associa

Product

Agency Com 15%

Billing Contact

815 Slaters Lane
Alexandria, VA 22314

Agency American Media and Advoc

Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3316

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic M35-64

Rev Codes POL POL ISS

Product Codes SE, PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	5	\$6,821.25	\$8,025.00	0.00	10/01/12	10/14/12	5	\$6,821.25	\$8,025.00
Totals	5	\$6,821.25	\$8,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/08/12	10/14/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1		\$425.00		0.00					
N 2	WCPO	10/08/12	10/14/12	NASCAR NASCAR	CM	12p-1130p	-----S-	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$2,800.00		0.00					
N 3	WCPO	10/08/12	10/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **313994** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **NRA, National Rifle Associ** Product **Issue. Fall 2012 TV 10.8-10.** Estimate # **3316**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	10/08/12	10/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M--F--			2			\$900.00		0.00			
N 4	WCPO	10/08/12	10/14/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S			1			\$3,000.00		0.00			
Totals														5	\$8,025.00